

**CONTINUING AUDIT
OF
MARQUEE VALUES**

by

**PRINCIPAL
AUDIENCE GROUPS**

1947

**AUDIENCE RESEARCH, INC.
PRINCETON • NEW YORK • HOLLYWOOD**

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	29
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Upper Price Audit *	22
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Males	39
Females	19

AGE GROUPS

MALES: 12-17	68
18-30	31
31-up	28
FEMALES: 12-17	32
18-30	16
31-up	16

INCOME GROUPS

Upper and Middle	22
Lower	33

SIZE OF CITY

Under 10,000	34
10,000 to 100,000	34
100,000 to 500,000	29
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33
Once a Week	31
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

June ALLYSON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	34
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Upper Price Audit *	33
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Males	28
Females	40

AGE GROUPS

MALES: 12-17	39
18-30	30
31-up	17
FEMALES: 12-17	64
18-30	39
31-up	26

INCOME GROUPS

Upper and Middle	35
Lower	33

SIZE OF CITY

Under 10,000	33
10,000 to 100,000	33
100,000 to 500,000	35
Over 500,000	35

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	42
Once a Week	38
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	19
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Upper Price Audit *	18
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Males	17
Females	20

AGE GROUPS

MALES: 12-17	18
18-30	16
31-up	18
FEMALES: 12-17	15
18-30	18
31-up	27

INCOME GROUPS

Upper and Middle	20
Lower	18

SIZE OF CITY

Under 10,000	24
10,000 to 100,000	22
100,000 to 500,000	18
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	20
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	35
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Upper Price Audit *	35
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Males	29
Females	41

AGE GROUPS

MALES: 12-17	38
18-30	34
31-up	16
FEMALES: 12-17	62
18-30	42
31-up	25

INCOME GROUPS

Upper and Middle	35
Lower	35

SIZE OF CITY

Under 10,000	31
10,000 to 100,000	28
100,000 to 500,000	35
Over 500,000	43

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	45
Once a Week	38
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	11
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Upper Price Audit *	12
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Males	14
Females	8

AGE GROUPS

MALES: 12-17	9
18-30	12
31-up	19
FEMALES: 12-17	5
18-30	7
31-up	12

INCOME GROUPS

Upper and Middle	10
Lower	11

SIZE OF CITY

Under 10,000	15
10,000 to 100,000	11
100,000 to 500,000	11
Over 500,000	9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	9
Once a Week	10
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	14
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Upper Price Audit *	15
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Males	12
Females	15

AGE GROUPS

MALES: 12-17	5
18-30	15
31-up	15
FEMALES: 12-17	10
18-30	16
31-up	18

INCOME GROUPS

Upper and Middle	15
Lower	13

SIZE OF CITY

Under 10,000	18
10,000 to 100,000	13
100,000 to 500,000	14
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12
Once a Week	15
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Fred ASTAIRE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	18
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Upper Price Audit *	18
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Males	17
Females	18

AGE GROUPS

MALES: 12-17	13
18-30	18
31-up	18
FEMALES: 12-17	15
18-30	17
31-up	22

INCOME GROUPS

Upper and Middle	20
Lower	16

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	19
100,000 to 500,000	21
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	18
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	8
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Upper Price Audit *	9
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Males	4
Females	11

AGE GROUPS

MALES: 12-17	6
18-30	5
31-up	2
FEMALES: 12-17	14
18-30	13
31-up	7

INCOME GROUPS

Upper and Middle	9
Lower	7

SIZE OF CITY

Under 10,000	6
10,000 to 100,000	6
100,000 to 500,000	6
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	8
Less Than Once a Week	6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	11
-------	----

Upper Price Audit *	12
---------------------	----

Males	10
Females	11

AGE GROUPS

MALES: 12-17	6
18-30	11
31-up	12
FEMALES: 12-17	7
18-30	13
31-up	12

INCOME GROUPS

Upper and Middle	12
Lower	10

SIZE OF CITY

Under 10,000	13
10,000 to 100,000	9
100,000 to 500,000	11
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	9
Once a Week	11
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Lauren BACALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	23
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Upper Price Audit *	21
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Males	24
Females	22

AGE GROUPS

MALES: 12-17	29
18-30	24
31-up	19
FEMALES: 12-17	26
18-30	26
31-up	14

INCOME GROUPS

Upper and Middle	23
Lower	22

SIZE OF CITY

Under 10,000	23
10,000 to 100,000	22
100,000 to 500,000	24
Over 500,000	22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	26
Once a Week	25
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Lucille BALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	20
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Upper Price Audit *	19
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Males	22
Females	18

AGE GROUPS

MALES: 12-17	24
18-30	22
31-up	20
FEMALES: 12-17	26
18-30	19
31-up	12

INCOME GROUPS

Upper and Middle	18
Lower	22

SIZE OF CITY

Under 10,000	22
10,000 to 100,000	23
100,000 to 500,000	23
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22
Once a Week	22
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Ethel BARRYMORE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	10
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Upper Price Audit *	11
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Males	8
Females	12

AGE GROUPS

MALES: 12-17	3
18-30	7
31-up	13
FEMALES: 12-17	5
18-30	10
31-up	18

INCOME GROUPS

Upper and Middle	14
Lower	7

SIZE OF CITY

Under 10,000	8
10,000 to 100,000	9
100,000 to 500,000	9
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	6
Once a Week	8
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	19
-------	----

Upper Price Audit *	20
---------------------	----

Males	21
Females	18

AGE GROUPS

MALES: 12-17	15
18-30	19
31-up	27
FEMALES: 12-17	8
18-30	16
31-up	27

INCOME GROUPS

Upper and Middle	22
Lower	18

SIZE OF CITY

Under 10,000	20
10,000 to 100,000	19
100,000 to 500,000	20
Over 500,000	18

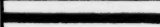
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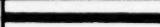
More Than Once a Week	15
Once a Week	18
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

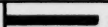
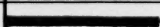
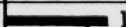
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 16
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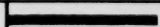
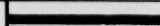
Upper Price Audit *	 16
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Males	 12
Females	 19

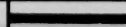
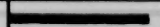
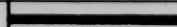
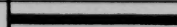
AGE GROUPS

MALES: 12-17	 9
18-30	 15
31-up	 10
FEMALES: 12-17	 23
18-30	 18
31-up	 18

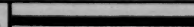
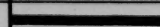
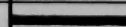
INCOME GROUPS

Upper and Middle	 15
Lower	 16

SIZE OF CITY

Under 10,000	 12
10,000 to 100,000	 14
100,000 to 500,000	 17
Over 500,000	 17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 19
Once a Week	 16
Less Than Once a Week	 13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	18
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Upper Price Audit *	16
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Males	26
Females	12

AGE GROUPS

MALES: 12-17	25
18-30	25
31-up	28
FEMALES: 12-17	8
18-30	9
31-up	18

INCOME GROUPS

Upper and Middle	15
Lower	20

SIZE OF CITY

Under 10,000	24
10,000 to 100,000	21
100,000 to 500,000	18
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	16
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	25
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Upper Price Audit *	24
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Males	35
Females	16

AGE GROUPS

MALES: 12-17	47
18-30	37
31-up	25
FEMALES: 12-17	16
18-30	16
31-up	16

INCOME GROUPS

Upper and Middle	22
Lower	27

SIZE OF CITY

Under 10,000	26
10,000 to 100,000	25
100,000 to 500,000	23
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	25
Less Than Once a Week	22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Joan BENNETT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	13
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Upper Price Audit *	13
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Males	12
Females	14

AGE GROUPS

MALES: 12-17	8
18-30	12
31-up	15
FEMALES: 12-17	13
18-30	14
31-up	17

INCOME GROUPS

Upper and Middle	13
Lower	14

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	13
100,000 to 500,000	16
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

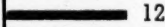
More Than Once a Week	13
Once a Week	13
Less Than Once a Week	14

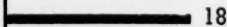
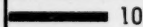
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* For Explanation of Upper Price Audit see last page of this report.

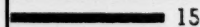
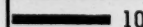
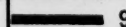
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 14
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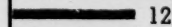
Upper Price Audit *	 12
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Males	 18
Females	 10

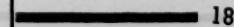
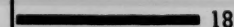
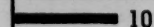
AGE GROUPS

MALES: 12-17	 24
18-30	 15
31-up	 18
FEMALES: 12-17	 10
18-30	 9
31-up	 13

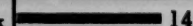
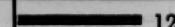
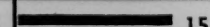
INCOME GROUPS

Upper and Middle	 12
Lower	 15

SIZE OF CITY

Under 10,000	 18
10,000 to 100,000	 18
100,000 to 500,000	 13
Over 500,000	 10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 14
Once a Week	 12
Less Than Once a Week	 15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Ingrid BERGMAN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	55
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Upper Price Audit *	59
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Males	48
Females	62

AGE GROUPS

MALES: 12-17	38
18-30	51
31-up	50
FEMALES: 12-17	59
18-30	63
31-up	62

INCOME GROUPS

Upper and Middle	62
Lower	51

SIZE OF CITY

Under 10,000	46
10,000 to 100,000	54
100,000 to 500,000	55
Over 500,000	59

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	54
Once a Week	56
Less Than Once a Week	56

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	12
-------	----

Upper Price Audit *	11
---------------------	----

Males	9
Females	15

AGE GROUPS

MALES: 12-17	16
18-30	7
31-up	6
FEMALES: 12-17	29
18-30	13
31-up	8

INCOME GROUPS

Upper and Middle	11
Lower	12

SIZE OF CITY

Under 10,000	7
10,000 to 100,000	9
100,000 to 500,000	15
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	12
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Janet BLAIR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	10
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Upper Price Audit *	9
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Males	8
Females	11

AGE GROUPS

MALES: 12-17	12
18-30	8
31-up	5
FEMALES: 12-17	20
18-30	11
31-up	5

INCOME GROUPS

Upper and Middle	9
Lower	10

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	11
100,000 to 500,000	9
Over 500,000	8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	9
Less Than Once a Week	6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Humphrey BOGART

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	47
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Upper Price Audit *	45
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Males	56
Females	39

AGE GROUPS

MALES: 12-17	64
18-30	56
31-up	51
FEMALES: 12-17	32
18-30	43
31-up	36

INCOME GROUPS

Upper and Middle	43
Lower	50

SIZE OF CITY

Under 10,000	47
10,000 to 100,000	48
100,000 to 500,000	48
Over 500,000	45

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	53
Once a Week	48
Less Than Once a Week	41

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Charles BOYER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	16
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Upper Price Audit *	16
---------------------	----

Males	10
Females	22

AGE GROUPS

MALES: 12-17	8
18-30	10
31-up	11
FEMALES: 12-17	16
18-30	22
31-up	26

INCOME GROUPS

Upper and Middle	18
Lower	15

SIZE OF CITY

Under 10,000	17
10,000 to 100,000	17
100,000 to 500,000	16
Over 500,000	16

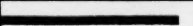
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	17
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

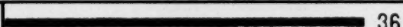
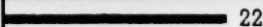
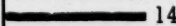
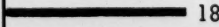
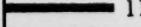
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 18
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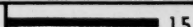
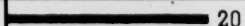
Upper Price Audit *	 16
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Males	 22
Females	 13

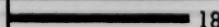
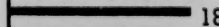
AGE GROUPS

MALES: 12-17	 36
18-30	 22
31-up	 14
FEMALES: 12-17	 18
18-30	 11
31-up	 12

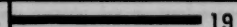
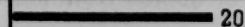
INCOME GROUPS

Upper and Middle	 15
Lower	 20

SIZE OF CITY

Under 10,000	 16
10,000 to 100,000	 18
100,000 to 500,000	 18
Over 500,000	 18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 19
Once a Week	 20
Less Than Once a Week	 15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	15
-------	----

Upper Price Audit *	14
---------------------	----

Males	14
Females	16

AGE GROUPS

MALES: 12-17	9
18-30	13
31-up	17
FEMALES: 12-17	8
18-30	15
31-up	23

INCOME GROUPS

Upper and Middle	17
Lower	14

SIZE OF CITY

Under 10,000	16
10,000 to 100,000	16
100,000 to 500,000	15
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	15
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

James CAGNEY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	29
-------	----

Upper Price Audit *	27
---------------------	----

Males	40
Females	19

AGE GROUPS

MALES: 12-17	42
18-30	39
31-up	39
FEMALES: 12-17	14
18-30	19
31-up	23

INCOME GROUPS

Upper and Middle	25
Lower	32

SIZE OF CITY

Under 10,000	27
10,000 to 100,000	31
100,000 to 500,000	33
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33
Once a Week	29
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	7
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Upper Price Audit *	4
---------------------	---

Males	7
Females	6

AGE GROUPS

MALES: 12-17	13
18-30	7
31-up	4
FEMALES: 12-17	14
18-30	4
31-up	3

INCOME GROUPS

Upper and Middle	5
Lower	8

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	7
100,000 to 500,000	6
Over 500,000	5

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	10
Once a Week	8
Less Than Once a Week	3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	16
-------	----

Upper Price Audit *	15
---------------------	----

Males	19
Females	13

AGE GROUPS

MALES: 12-17	24
18-30	14
31-up	24
FEMALES: 12-17	10
18-30	9
31-up	20

INCOME GROUPS

Upper and Middle	15
Lower	16

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	19
100,000 to 500,000	13
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	17
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	17
-------	----

Upper Price Audit *	17
---------------------	----

Males	18
Females	15

AGE GROUPS

MALES: 12-17	25
18-30	19
31-up	10
FEMALES: 12-17	18
18-30	18
31-up	11

INCOME GROUPS

Upper and Middle	19
Lower	15

SIZE OF CITY

Under 10,000	16
10,000 to 100,000	19
100,000 to 500,000	19
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	16
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Joan CAULFIELD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	7
-------	---

Upper Price Audit *	6
---------------------	---

Males	7
Females	7

AGE GROUPS

MALES: 12-17	10
18-30	8
31-up	4
FEMALES: 12-17	12
18-30	6
31-up	5

INCOME GROUPS

Upper and Middle	7
Lower	7

SIZE OF CITY

Under 10,000	10
10,000 to 100,000	6
100,000 to 500,000	7
Over 500,000	7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	9
Once a Week	6
Less Than Once a Week	6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 19
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Upper Price Audit *	 16
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Males	 15
Females	 23

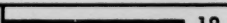
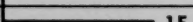
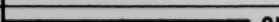
AGE GROUPS

MALES: 12-17	 19
18-30	 19
31-up	 6
FEMALES: 12-17	 36
18-30	 25
31-up	 10

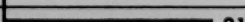
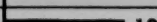
INCOME GROUPS

Upper and Middle	 19
Lower	 19

SIZE OF CITY

Under 10,000	 18
10,000 to 100,000	 16
100,000 to 500,000	 15
Over 500,000	 25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 25
Once a Week	 21
Less Than Once a Week	 12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Claudette COLBERT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	33
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Upper Price Audit *	33
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Males	25
Females	40

AGE GROUPS

MALES: 12-17	15
18-30	23
31-up	34
FEMALES: 12-17	32
18-30	38
31-up	47

INCOME GROUPS

Upper and Middle	35
Lower	31

SIZE OF CITY

Under 10,000	35
10,000 to 100,000	33
100,000 to 500,000	33
Over 500,000	32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	34
Less Than Once a Week	33

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	20
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Upper Price Audit *	22
---------------------	----

Males	18
Females	22

AGE GROUPS

MALES: 12-17	13
18-30	18
31-up	22
FEMALES: 12-17	14
18-30	21
31-up	27

INCOME GROUPS

Upper and Middle	24
Lower	17

SIZE OF CITY

Under 10,000	15
10,000 to 100,000	19
100,000 to 500,000	21
Over 500,000	22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	19
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	15
-------	----

Upper Price Audit *	14
---------------------	----

Males	12
Females	18

AGE GROUPS

MALES: 12-17	18
18-30	13
31-up	7
FEMALES: 12-17	37
18-30	17
31-up	7

INCOME GROUPS

Upper and Middle	14
Lower	16

SIZE OF CITY

Under 10,000	17
10,000 to 100,000	15
100,000 to 500,000	16
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	16
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	47
-------	----

Upper Price Audit *	45
---------------------	----

Males	54
Females	41

AGE GROUPS

MALES: 12-17	58
18-30	53
31-up	50
FEMALES: 12-17	37
18-30	40
31-up	46

INCOME GROUPS

Upper and Middle	46
Lower	48

SIZE OF CITY

Under 10,000	58
10,000 to 100,000	48
100,000 to 500,000	48
Over 500,000	43

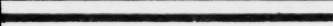
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

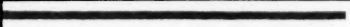
More Than Once a Week	50
Once a Week	48
Less Than Once a Week	45

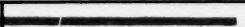
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* For Explanation of Upper Price Audit see last page of this report.

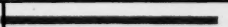
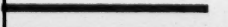
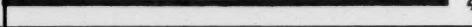
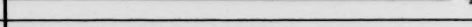
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 34
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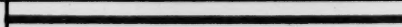
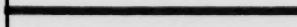
Upper Price Audit *	 35
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Males	 24
Females	 42

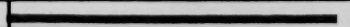
AGE GROUPS

MALES: 12-17	 22
18-30	 28
31-up	 21
FEMALES: 12-17	 45
18-30	 45
31-up	 37

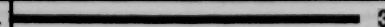
INCOME GROUPS

Upper and Middle	 40
Lower	 30

SIZE OF CITY

Under 10,000	 33
10,000 to 100,000	 32
100,000 to 500,000	 32
Over 500,000	 37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 35
Once a Week	 35
Less Than Once a Week	 32

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	24
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Upper Price Audit *	23
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Males	17
Females	29

AGE GROUPS

MALES: 12-17	26
18-30	19
31-up	9
FEMALES: 12-17	53
18-30	29
31-up	16

INCOME GROUPS

Upper and Middle	23
Lower	24

SIZE OF CITY

Under 10,000	24
10,000 to 100,000	21
100,000 to 500,000	22
Over 500,000	28

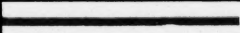
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

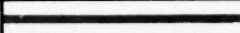
More Than Once a Week	29
Once a Week	26
Less Than Once a Week	17

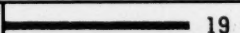
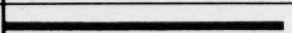
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

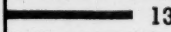
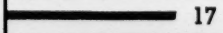
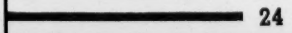
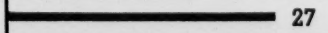
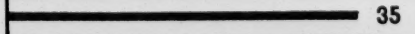
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 24
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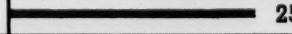
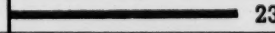
Upper Price Audit *	 24
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Males	 19
Females	 28

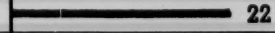
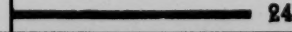
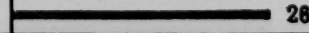
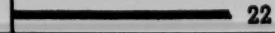
AGE GROUPS

MALES: 12-17	 13
18-30	 17
31-up	 24
FEMALES: 12-17	 19
18-30	 27
31-up	 35

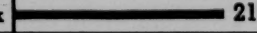
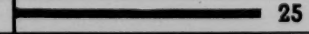
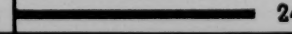
INCOME GROUPS

Upper and Middle	 25
Lower	 23

SIZE OF CITY

Under 10,000	 22
10,000 to 100,000	 24
100,000 to 500,000	 28
Over 500,000	 22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 21
Once a Week	 25
Less Than Once a Week	 24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	57
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Upper Price Audit *	56
---------------------	----

Males	58
Females	56

AGE GROUPS

MALES: 12-17	60
18-30	57
31-up	57
FEMALES: 12-17	56
18-30	55
31-up	58

INCOME GROUPS

Upper and Middle	56
Lower	58

SIZE OF CITY

Under 10,000	61
10,000 to 100,000	62
100,000 to 500,000	60
Over 500,000	49

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	57
Once a Week	58
Less Than Once a Week	56

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	17
-------	----

Upper Price Audit *	18
---------------------	----

Males	12
Females	22

AGE GROUPS

MALES: 12-17	13
18-30	13
31-up	10
FEMALES: 12-17	27
18-30	25
31-up	14

INCOME GROUPS

Upper and Middle	19
Lower	16

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	17
100,000 to 500,000	19
Over 500,000	16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	24
Once a Week	17
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	18
-------	----

Upper Price Audit *	16
---------------------	----

Males	17
Females	19

AGE GROUPS

MALES: 12-17	13
18-30	22
31-up	12
FEMALES: 12-17	30
18-30	17
31-up	16

INCOME GROUPS

Upper and Middle	14
Lower	21

SIZE OF CITY

Under 10,000	29
10,000 to 100,000	19
100,000 to 500,000	14
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22
Once a Week	19
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Bette DAVIS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	36
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Upper Price Audit *	39
---------------------	----

Males	26
Females	44

AGE GROUPS

MALES: 12-17	16
18-30	27
31-up	33
FEMALES: 12-17	33
18-30	46
31-up	50

INCOME GROUPS

Upper and Middle	42
Lower	32

SIZE OF CITY

Under 10,000	30
10,000 to 100,000	32
100,000 to 500,000	37
Over 500,000	40

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	32
Once a Week	37
Less Than Once a Week	37

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Joan DAVIS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	18
-------	----

Upper Price Audit *	17
---------------------	----

Males	18
Females	18

AGE GROUPS

MALES: 12-17	30
18-30	15
31-up	15
FEMALES: 12-17	23
18-30	16
31-up	19

INCOME GROUPS

Upper and Middle	15
Lower	21

SIZE OF CITY

Under 10,000	19
10,000 to 100,000	22
100,000 to 500,000	19
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	19
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	9
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Upper Price Audit *	8
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Males	8
Females	10

AGE GROUPS

MALES: 12-17	13
18-30	7
31-up	6
FEMALES: 12-17	12
18-30	9
31-up	9

INCOME GROUPS

Upper and Middle	8
Lower	10

SIZE OF CITY

Under 10,000	8
10,000 to 100,000	10
100,000 to 500,000	10
Over 500,000	8

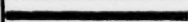
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	10
Once a Week	8
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

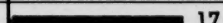
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 18
-------	--

Upper Price Audit *	 16
---------------------	--

Males	 13
Females	 22

AGE GROUPS

MALES: 12-17	 16
18-30	 15
31-up	 10
FEMALES: 12-17	 31
18-30	 22
31-up	 17

INCOME GROUPS

Upper and Middle	 18
Lower	 18

SIZE OF CITY

Under 10,000	 19
10,000 to 100,000	 17
100,000 to 500,000	 19
Over 500,000	 18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 21
Once a Week	 20
Less Than Once a Week	 14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Yvonne DE CARLO

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	10
-------	----

Upper Price Audit *	9
---------------------	---

Males	11
Females	9

AGE GROUPS

MALES: 12-17	16
18-30	12
31-up	7
FEMALES: 12-17	17
18-30	9
31-up	4

INCOME GROUPS

Upper and Middle	9
Lower	10

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	10
100,000 to 500,000	10
Over 500,000	8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	10
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	7
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Upper Price Audit *	6
---------------------	---

Males	5
Females	9

AGE GROUPS

MALES: 12-17	9
18-30	4
31-up	3
FEMALES: 12-17	18
18-30	8
31-up	3

INCOME GROUPS

Upper and Middle	7
Lower	7

SIZE OF CITY

Under 10,000	9
10,000 to 100,000	6
100,000 to 500,000	7
Over 500,000	6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	8
Less Than Once a Week	2

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	12
-------	----

Upper Price Audit *	11
---------------------	----

Males	10
Females	13

AGE GROUPS

MALES: 12-17	14
18-30	11
31-up	6
FEMALES: 12-17	27
18-30	12
31-up	6

INCOME GROUPS

Upper and Middle	10
Lower	13

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	14
100,000 to 500,000	11
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	13
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	29
-------	----

Upper Price Audit *	30
---------------------	----

Males	22
Females	36

AGE GROUPS

MALES: 12-17	16
18-30	23
31-up	24
FEMALES: 12-17	28
18-30	38
31-up	40

INCOME GROUPS

Upper and Middle	33
Lower	26

SIZE OF CITY

Under 10,000	28
10,000 to 100,000	27
100,000 to 500,000	28
Over 500,000	32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	29
Less Than Once a Week	29

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	10
-------	----

Upper Price Audit *	11
---------------------	----

Males	13
Females	8

AGE GROUPS

MALES: 12-17	15
18-30	12
31-up	12
FEMALES: 12-17	6
18-30	8
31-up	9

INCOME GROUPS

Upper and Middle	11
Lower	10

SIZE OF CITY

Under 10,000	10
10,000 to 100,000	9
100,000 to 500,000	12
Over 500,000	9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	10
Once a Week	10
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Tom DRAKE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	17
-------	----

Upper Price Audit *	14
---------------------	----

Males	9
Females	23

AGE GROUPS

MALES: 12-17	14
18-30	10
31-up	5
FEMALES: 12-17	51
18-30	22
31-up	8

INCOME GROUPS

Upper and Middle	15
Lower	18

SIZE OF CITY

Under 10,000	17
10,000 to 100,000	16
100,000 to 500,000	16
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	17
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	19
-------	----

Upper Price Audit *	22
---------------------	----

Males	15
Females	24

AGE GROUPS

MALES: 12-17	11
18-30	11
31-up	22
FEMALES: 12-17	17
18-30	23
31-up	29

INCOME GROUPS

Upper and Middle	23
Lower	17

SIZE OF CITY

Under 10,000	23
10,000 to 100,000	19
100,000 to 500,000	18
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	19
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jimmy DURANTE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	18
-------	----

Upper Price Audit *	16
---------------------	----

Males	25
Females	11

AGE GROUPS

MALES: 12-17	36
18-30	23
31-up	22
FEMALES: 12-17	15
18-30	9
31-up	11

INCOME GROUPS

Upper and Middle	16
Lower	19

SIZE OF CITY

Under 10,000	19
10,000 to 100,000	17
100,000 to 500,000	19
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	20
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Deanna DURBIN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	23
-------	----

Upper Price Audit *	22
---------------------	----

Males	16
Females	29

AGE GROUPS

MALES: 12-17	16
18-30	14
31-up	19
FEMALES: 12-17	32
18-30	26
31-up	32

INCOME GROUPS

Upper and Middle	22
Lower	23

SIZE OF CITY

Under 10,000	28
10,000 to 100,000	24
100,000 to 500,000	22
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	26
Once a Week	22
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	17
-------	----

Upper Price Audit *	17
---------------------	----

Males	14
Females	19

AGE GROUPS

MALES: 12-17	9
18-30	12
31-up	18
FEMALES: 12-17	13
18-30	17
31-up	25

INCOME GROUPS

Upper and Middle	17
Lower	16

SIZE OF CITY

Under 10,000	16
10,000 to 100,000	17
100,000 to 500,000	16
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	17
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	17
-------	----

Upper Price Audit *	18
---------------------	----

Males	20
Females	14

AGE GROUPS

MALES: 12-17	19
18-30	19
31-up	23
FEMALES: 12-17	9
18-30	13
31-up	18

INCOME GROUPS

Upper and Middle	17
Lower	17

SIZE OF CITY

Under 10,000	15
10,000 to 100,000	16
100,000 to 500,000	16
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18
Once a Week	16
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Barry FITZGERALD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	18
-------	----

Upper Price Audit *	20
---------------------	----

Males	20
Females	17

AGE GROUPS

MALES: 12-17	19
18-30	19
31-up	22
FEMALES: 12-17	11
18-30	16
31-up	22

INCOME GROUPS

Upper and Middle	21
Lower	17

SIZE OF CITY

Under 10,000	16
10,000 to 100,000	19
100,000 to 500,000	19
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	16
Less Than Once a Week	20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	31
-------	----

Upper Price Audit *	30
---------------------	----

Males	36
Females	27

AGE GROUPS

MALES: 12-17	43
18-30	36
31-up	31
FEMALES: 12-17	29
18-30	28
31-up	24

INCOME GROUPS

Upper and Middle	28
Lower	34

SIZE OF CITY

Under 10,000	36
10,000 to 100,000	35
100,000 to 500,000	28
Over 500,000	29

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	37
Once a Week	31
Less Than Once a Week	27

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Henry FONDA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	19
-------	----

Upper Price Audit *	21
---------------------	----

Males	21
Females	18

AGE GROUPS

MALES: 12-17	17
18-30	21
31-up	22
FEMALES: 12-17	13
18-30	19
31-up	20

INCOME GROUPS

Upper and Middle	20
Lower	19

SIZE OF CITY

Under 10,000	20
10,000 to 100,000	18
100,000 to 500,000	19
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	19
Less Than Once a Week	20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Joan FONTAINE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	23
-------	----

Upper Price Audit *	25
---------------------	----

Males	17
Females	29

AGE GROUPS

MALES: 12-17	13
18-30	17
31-up	19
FEMALES: 12-17	26
18-30	30
31-up	30

INCOME GROUPS

Upper and Middle	28
Lower	20

SIZE OF CITY

Under 10,000	17
10,000 to 100,000	24
100,000 to 500,000	24
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	23
Once a Week	24
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Glenn FORD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	30
-------	----

Upper Price Audit *	28
---------------------	----

Males	23
Females	36

AGE GROUPS

MALES: 12-17	27
18-30	27
31-up	16
FEMALES: 12-17	52
18-30	38
31-up	24

INCOME GROUPS

Upper and Middle	28
Lower	31

SIZE OF CITY

Under 10,000	36
10,000 to 100,000	28
100,000 to 500,000	29
Over 500,000	30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	38
Once a Week	32
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	10
-------	----

Upper Price Audit *	10
---------------------	----

Males	6
Females	13

AGE GROUPS

MALES: 12-17	8
18-30	7
31-up	3
FEMALES: 12-17	20
18-30	13
31-up	10

INCOME GROUPS

Upper and Middle	10
Lower	9

SIZE OF CITY

Under 10,000	8
10,000 to 100,000	12
100,000 to 500,000	10
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12
Once a Week	9
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	39
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Upper Price Audit *	38
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Males	36
Females	42

AGE GROUPS

MALES: 12-17	29
18-30	36
31-up	38
FEMALES: 12-17	38
18-30	40
31-up	49

INCOME GROUPS

Upper and Middle	39
Lower	39

SIZE OF CITY

Under 10,000	45
10,000 to 100,000	39
100,000 to 500,000	39
Over 500,000	37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	41
Once a Week	39
Less Than Once a Week	37

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Ava GARDNER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	7
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Upper Price Audit *	6
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Males	9
Females	5

AGE GROUPS

MALES: 12-17	12
18-30	10
31-up	6
FEMALES: 12-17	9
18-30	6
31-up	1

INCOME GROUPS

Upper and Middle	6
Lower	8

SIZE OF CITY

Under 10,000	8
10,000 to 100,000	7
100,000 to 500,000	8
Over 500,000	7

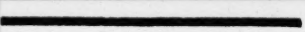
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

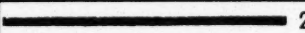
More Than Once a Week	10
Once a Week	5
Less Than Once a Week	6

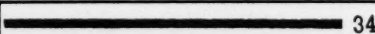
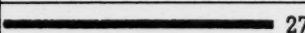
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

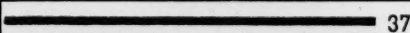
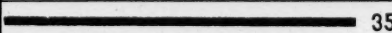
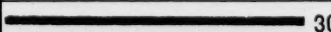
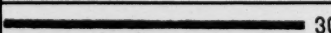
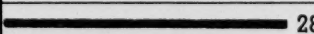
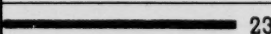
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 30
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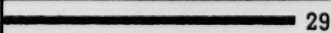
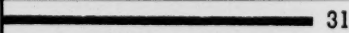
Upper Price Audit *	 29
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Males	 34
Females	 27

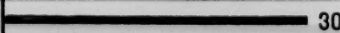
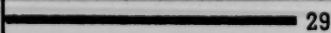
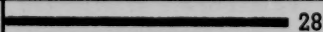
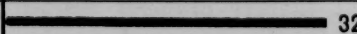
AGE GROUPS

MALES: 12-17	 37
18-30	 35
31-up	 30
FEMALES: 12-17	 30
18-30	 28
31-up	 23

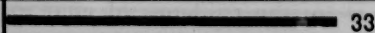
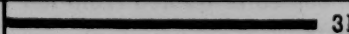
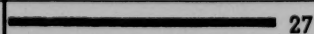
INCOME GROUPS

Upper and Middle	 29
Lower	 31

SIZE OF CITY

Under 10,000	 30
10,000 to 100,000	 29
100,000 to 500,000	 28
Over 500,000	 32

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 33
Once a Week	 31
Less Than Once a Week	 27

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Judy GARLAND

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	31
-------	----

Upper Price Audit *	29
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Males	28
Females	34

AGE GROUPS

MALES: 12-17	32
18-30	27
31-up	27
FEMALES: 12-17	41
18-30	32
31-up	32

INCOME GROUPS

Upper and Middle	30
Lower	32

SIZE OF CITY

Under 10,000	34
10,000 to 100,000	31
100,000 to 500,000	32
Over 500,000	30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33
Once a Week	32
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	40
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Upper Price Audit *	42
----------------------------	----

Males	32
Females	47

AGE GROUPS

MALES: 12-17	27
18-30	33
31-up	35
FEMALES: 12-17	43
18-30	47
31-up	50

INCOME GROUPS

Upper and Middle	44
Lower	37

SIZE OF CITY

Under 10,000	38
10,000 to 100,000	40
100,000 to 500,000	40
Over 500,000	40

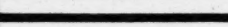
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

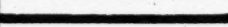
More Than Once a Week	38
Once a Week	42
Less Than Once a Week	40

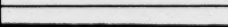
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

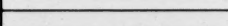
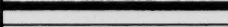
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 23
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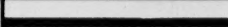
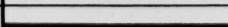
Upper Price Audit *	 23
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Males	 21
Females	 25

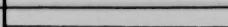
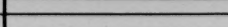
AGE GROUPS

MALES: 12-17	 20
18-30	 21
31-up	 22
FEMALES: 12-17	 27
18-30	 25
31-up	 25

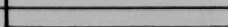
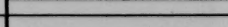
INCOME GROUPS

Upper and Middle	 24
Lower	 23

SIZE OF CITY

Under 10,000	 24
10,000 to 100,000	 25
100,000 to 500,000	 26
Over 500,000	 20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 24
Once a Week	 23
Less Than Once a Week	 23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Betty GRABLE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	33
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Upper Price Audit *	30
---------------------	----

Males	36
Females	31

AGE GROUPS

MALES: 12-17	41
18-30	36
31-up	31
FEMALES: 12-17	41
18-30	28
31-up	28

INCOME GROUPS

Upper and Middle	30
Lower	36

SIZE OF CITY

Under 10,000	44
10,000 to 100,000	35
100,000 to 500,000	34
Over 500,000	30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	39
Once a Week	33
Less Than Once a Week	28

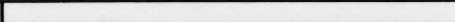
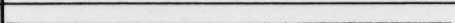
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

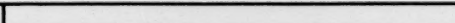
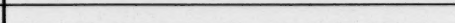
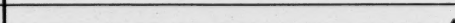
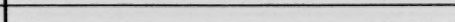
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 46
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Upper Price Audit *	 45
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Males	 46
Females	 45

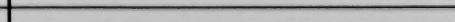
AGE GROUPS

MALES: 12-17	 50
18-30	 46
31-up	 43
FEMALES: 12-17	 40
18-30	 49
31-up	 43

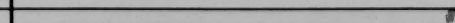
INCOME GROUPS

Upper and Middle	 48
Lower	 44

SIZE OF CITY

Under 10,000	 42
10,000 to 100,000	 47
100,000 to 500,000	 46
Over 500,000	 45

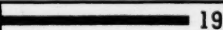
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

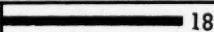
More Than Once a Week	 48
Once a Week	 47
Less Than Once a Week	 42

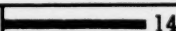
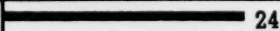
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

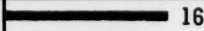
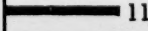
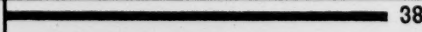
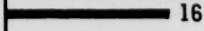
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 19
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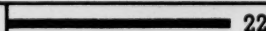
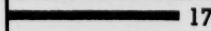
Upper Price Audit *	 18
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Males	 14
Females	 24

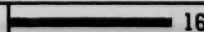
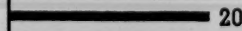
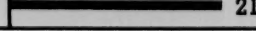
AGE GROUPS

MALES: 12-17	 14
18-30	 16
31-up	 11
FEMALES: 12-17	 38
18-30	 24
31-up	 16

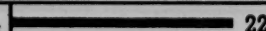
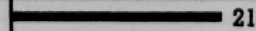
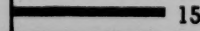
INCOME GROUPS

Upper and Middle	 22
Lower	 17

SIZE OF CITY

Under 10,000	 16
10,000 to 100,000	 20
100,000 to 500,000	 18
Over 500,000	 21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 22
Once a Week	 21
Less Than Once a Week	 15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	5
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Upper Price Audit *	4
---------------------	---

Males	4
Females	6

AGE GROUPS

MALES: 12-17	4
18-30	5
31-up	2
FEMALES: 12-17	12
18-30	4
31-up	4

INCOME GROUPS

Upper and Middle	4
Lower	6

SIZE OF CITY

Under 10,000	6
10,000 to 100,000	4
100,000 to 500,000	4
Over 500,000	7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	8
Once a Week	5
Less Than Once a Week	2

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jon HALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	9
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Upper Price Audit *	8
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Males	9
Females	9

AGE GROUPS

MALES: 12-17	18
18-30	7
31-up	5
FEMALES: 12-17	14
18-30	9
31-up	5

INCOME GROUPS

Upper and Middle	7
Lower	10

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	11
100,000 to 500,000	8
Over 500,000	7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	8
Less Than Once a Week	6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	6
-------	---

Upper Price Audit *	7
---------------------	---

Males	5
Females	7

AGE GROUPS

MALES: 12-17	6
18-30	5
31-up	5
FEMALES: 12-17	7
18-30	7
31-up	6

INCOME GROUPS

Upper and Middle	8
Lower	5

SIZE OF CITY

Under 10,000	3
10,000 to 100,000	4
100,000 to 500,000	6
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	6
Once a Week	6
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

June HAVER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	17
-------	----

Upper Price Audit *	13
---------------------	----

Males	16
Females	18

AGE GROUPS

MALES: 12-17	24
18-30	19
31-up	7
FEMALES: 12-17	34
18-30	16
31-up	12

INCOME GROUPS

Upper and Middle	16
Lower	18

SIZE OF CITY

Under 10,000	19
10,000 to 100,000	18
100,000 to 500,000	17
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22
Once a Week	19
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Dick HAYMES

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	25
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Upper Price Audit *	24
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Males	19
Females	31

AGE GROUPS

MALES: 12-17	27
18-30	20
31-up	11
FEMALES: 12-17	49
18-30	31
31-up	19

INCOME GROUPS

Upper and Middle	23
Lower	26

SIZE OF CITY

Under 10,000	21
10,000 to 100,000	24
100,000 to 500,000	26
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33
Once a Week	25
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Susan HAYWARD

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	15
-------	----

Upper Price Audit *	15
---------------------	----

Males	12
Females	18

AGE GROUPS

MALES: 12-17	12
18-30	14
31-up	10
FEMALES: 12-17	26
18-30	18
31-up	15

INCOME GROUPS

Upper and Middle	14
Lower	16

SIZE OF CITY

Under 10,000	16
10,000 to 100,000	17
100,000 to 500,000	15
Over 500,000	14

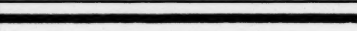
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

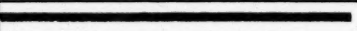
More Than Once a Week	18
Once a Week	16
Less Than Once a Week	13

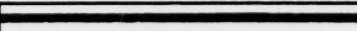
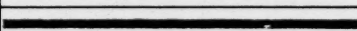
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

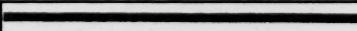
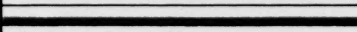
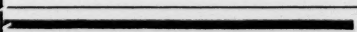
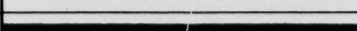
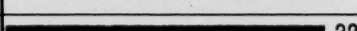
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total		36
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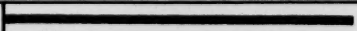
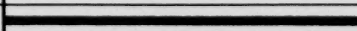
Upper Price Audit *		35
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Males		37
Females		36

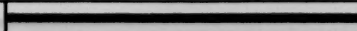
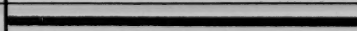
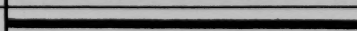
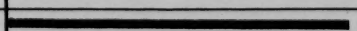
AGE GROUPS

MALES: 12-17		36
18-30		38
31-up		35
FEMALES: 12-17		43
18-30		35
31-up		32

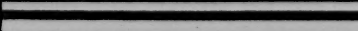
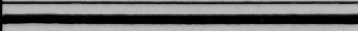
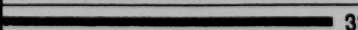
INCOME GROUPS

Upper and Middle		35
Lower		37

SIZE OF CITY

Under 10,000		40
10,000 to 100,000		38
100,000 to 500,000		36
Over 500,000		34

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		40
Once a Week		36
Less Than Once a Week		33

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	16
-------	----

Upper Price Audit *	18
---------------------	----

Males	15
Females	17

AGE GROUPS

MALES: 12-17	15
18-30	20
31-up	10
FEMALES: 12-17	19
18-30	20
31-up	12

INCOME GROUPS

Upper and Middle	20
Lower	14

SIZE OF CITY

Under 10,000	15
10,000 to 100,000	14
100,000 to 500,000	19
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	17
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	18
-------	----

Upper Price Audit *	20
---------------------	----

Males	13
Females	23

AGE GROUPS

MALES: 12-17	15
18-30	12
31-up	12
FEMALES: 12-17	23
18-30	24
31-up	23

INCOME GROUPS

Upper and Middle	21
Lower	17

SIZE OF CITY

Under 10,000	15
10,000 to 100,000	16
100,000 to 500,000	19
Over 500,000	22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	21
Once a Week	18
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Katharine HEPBURN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	19
-------	----

Upper Price Audit *	21
---------------------	----

Males	12
Females	25

AGE GROUPS

MALES: 12-17	5
18-30	13
31-up	16
FEMALES: 12-17	14
18-30	28
31-up	27

INCOME GROUPS

Upper and Middle	25
Lower	14

SIZE OF CITY

Under 10,000	16
10,000 to 100,000	16
100,000 to 500,000	20
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	18
Less Than Once a Week	22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

John HODIAK

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	21
-------	----

Upper Price Audit *	21
---------------------	----

Males	16
Females	25

AGE GROUPS

MALES: 12-17	19
18-30	16
31-up	13
FEMALES: 12-17	33
18-30	28
31-up	15

INCOME GROUPS

Upper and Middle	21
Lower	21

SIZE OF CITY

Under 10,000	18
10,000 to 100,000	21
100,000 to 500,000	21
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	27
Once a Week	22
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	46
-------	----

Upper Price Audit *	45
---------------------	----

Males	54
Females	39

AGE GROUPS

MALES: 12-17	62
18-30	55
31-up	46
FEMALES: 12-17	43
18-30	38
31-up	38

INCOME GROUPS

Upper and Middle	43
Lower	48

SIZE OF CITY

Under 10,000	49
10,000 to 100,000	48
100,000 to 500,000	48
Over 500,000	42

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	48
Once a Week	46
Less Than Once a Week	44

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Betty HUTTON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	36
-------	----

Upper Price Audit *	32
---------------------	----

Males	36
Females	35

AGE GROUPS

MALES: 12-17	46
18-30	39
31-up	26
FEMALES: 12-17	48
18-30	35
31-up	27

INCOME GROUPS

Upper and Middle	29
Lower	40

SIZE OF CITY

Under 10,000	43
10,000 to 100,000	36
100,000 to 500,000	33
Over 500,000	33

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	42
Once a Week	38
Less Than Once a Week	27

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	5
-------	---

Upper Price Audit *	4
---------------------	---

Males	6
Females	4

AGE GROUPS

MALES: 12-17	9
18-30	6
31-up	5
FEMALES: 12-17	5
18-30	5
31-up	3

INCOME GROUPS

Upper and Middle	4
Lower	6

SIZE OF CITY

Under 10,000	5
10,000 to 100,000	6
100,000 to 500,000	4
Over 500,000	5

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	5
Once a Week	5
Less Than Once a Week	6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	33
-------	----

Upper Price Audit *	30
---------------------	----

Males	22
Females	42

AGE GROUPS

MALES: 12-17	37
18-30	20
31-up	15
FEMALES: 12-17	62
18-30	41
31-up	31

INCOME GROUPS

Upper and Middle	30
Lower	35

SIZE OF CITY

Under 10,000	41
10,000 to 100,000	36
100,000 to 500,000	32
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	41
Once a Week	34
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jennifer JONES

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	35
-------	----

Upper Price Audit *	34
---------------------	----

Males	26
Females	43

AGE GROUPS

MALES: 12-17	25
18-30	28
31-up	25
FEMALES: 12-17	49
18-30	42
31-up	40

INCOME GROUPS

Upper and Middle	37
Lower	33

SIZE OF CITY

Under 10,000	34
10,000 to 100,000	33
100,000 to 500,000	33
Over 500,000	37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	35
Once a Week	36
Less Than Once a Week	34

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	15
-------	----

Upper Price Audit *	13
---------------------	----

Males	21
Females	9

AGE GROUPS

MALES: 12-17	37
18-30	15
31-up	17
FEMALES: 12-17	11
18-30	8
31-up	8

INCOME GROUPS

Upper and Middle	13
Lower	16

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	15
100,000 to 500,000	17
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18
Once a Week	15
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Danny KAYE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	32
-------	----

Upper Price Audit *	31
---------------------	----

Males	36
Females	28

AGE GROUPS

MALES: 12-17	55
18-30	34
31-up	26
FEMALES: 12-17	37
18-30	28
31-up	21

INCOME GROUPS

Upper and Middle	32
Lower	32

SIZE OF CITY

Under 10,000	27
10,000 to 100,000	30
100,000 to 500,000	29
Over 500,000	37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	36
Once a Week	33
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	25
-------	----

Upper Price Audit *	25
---------------------	----

Males	22
Females	27

AGE GROUPS

MALES: 12-17	29
18-30	24
31-up	16
FEMALES: 12-17	36
18-30	27
31-up	20

INCOME GROUPS

Upper and Middle	25
Lower	25

SIZE OF CITY

Under 10,000	23
10,000 to 100,000	21
100,000 to 500,000	26
Over 500,000	29

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	25
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	8
-------	---

Upper Price Audit *	7
---------------------	---

Males	8
Females	8

AGE GROUPS

MALES: 12-17	13
18-30	8
31-up	3
FEMALES: 12-17	14
18-30	8
31-up	6

INCOME GROUPS

Upper and Middle	8
Lower	8

SIZE OF CITY

Under 10,000	5
10,000 to 100,000	7
100,000 to 500,000	9
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	7
Less Than Once a Week	6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	5
-------	---

Upper Price Audit *	6
---------------------	---

Males	5
Females	5

AGE GROUPS

MALES: 12-17	3
18-30	5
31-up	6
FEMALES: 12-17	4
18-30	5
31-up	6

INCOME GROUPS

Upper and Middle	7
Lower	4

SIZE OF CITY

Under 10,000	4
10,000 to 100,000	4
100,000 to 500,000	4
Over 500,000	7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	5
Once a Week	5
Less Than Once a Week	5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	48
-------	----

Upper Price Audit *	44
---------------------	----

Males	49
Females	46

AGE GROUPS

MALES: 12-17	67
18-30	53
31-up	32
FEMALES: 12-17	67
18-30	45
31-up	35

INCOME GROUPS

Upper and Middle	44
Lower	50

SIZE OF CITY

Under 10,000	56
10,000 to 100,000	51
100,000 to 500,000	48
Over 500,000	44

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	60
Once a Week	51
Less Than Once a Week	34

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	13
-------	----

Upper Price Audit *	10
---------------------	----

Males	15
Females	12

AGE GROUPS

MALES: 12-17	21
18-30	14
31-up	11
FEMALES: 12-17	21
18-30	11
31-up	10

INCOME GROUPS

Upper and Middle	12
Lower	15

SIZE OF CITY

Under 10,000	22
10,000 to 100,000	14
100,000 to 500,000	13
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	15
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Hedy LAMARR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	24
-------	----

Upper Price Audit *	22
---------------------	----

Males	24
Females	23

AGE GROUPS

MALES: 12-17	24
18-30	26
31-up	22
FEMALES: 12-17	25
18-30	22
31-up	25

INCOME GROUPS

Upper and Middle	23
Lower	24

SIZE OF CITY

Under 10,000	30
10,000 to 100,000	27
100,000 to 500,000	23
Over 500,000	18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	27
Less Than Once a Week	20

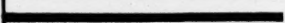
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 23
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Upper Price Audit *	 19
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Males	 28
Females	 18

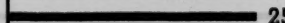
AGE GROUPS

MALES: 12-17	 34
18-30	 24
31-up	 27
FEMALES: 12-17	 25
18-30	 15
31-up	 18

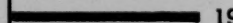
INCOME GROUPS

Upper and Middle	 17
Lower	 27

SIZE OF CITY

Under 10,000	 34
10,000 to 100,000	 25
100,000 to 500,000	 23
Over 500,000	 16

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 28
Once a Week	 22
Less Than Once a Week	 19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	11
-------	----

Upper Price Audit *	10
---------------------	----

Males	12
Females	9

AGE GROUPS

MALES: 12-17	10
18-30	15
31-up	9
FEMALES: 12-17	12
18-30	9
31-up	7

INCOME GROUPS

Upper and Middle	8
Lower	12

SIZE OF CITY

Under 10,000	16
10,000 to 100,000	11
100,000 to 500,000	10
Over 500,000	8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	11
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Charles LAUGHTON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	14
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Upper Price Audit *	15
---------------------	----

Males	17
Females	11

AGE GROUPS

MALES: 12-17	10
18-30	16
31-up	24
FEMALES: 12-17	6
18-30	10
31-up	17

INCOME GROUPS

Upper and Middle	16
Lower	13

SIZE OF CITY

Under 10,000	9
10,000 to 100,000	15
100,000 to 500,000	15
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	12
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	12
-------	----

Upper Price Audit *	12
---------------------	----

Males	7
Females	16

AGE GROUPS

MALES: 12-17	10
18-30	7
31-up	3
FEMALES: 12-17	34
18-30	15
31-up	7

INCOME GROUPS

Upper and Middle	10
Lower	12

SIZE OF CITY

Under 10,000	18
10,000 to 100,000	10
100,000 to 500,000	10
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	16
Once a Week	11
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Vivien LEIGH

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	14
-------	----

Upper Price Audit *	15
---------------------	----

Males	8
Females	19

AGE GROUPS

MALES: 12-17	4
18-30	10
31-up	10
FEMALES: 12-17	12
18-30	22
31-up	19

INCOME GROUPS

Upper and Middle	17
Lower	12

SIZE OF CITY

Under 10,000	12
10,000 to 100,000	14
100,000 to 500,000	15
Over 500,000	14

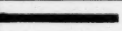
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

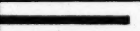
More Than Once a Week	13
Once a Week	13
Less Than Once a Week	15

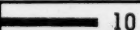
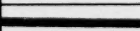
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

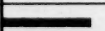
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 12
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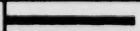
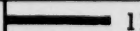
Upper Price Audit *	 13
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Males	 10
Females	 14

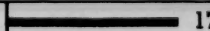
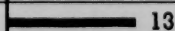
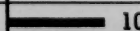
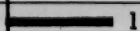
AGE GROUPS

MALES: 12-17	 4
18-30	 9
31-up	 16
FEMALES: 12-17	 4
18-30	 12
31-up	 23

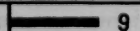
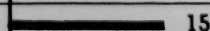
INCOME GROUPS

Upper and Middle	 13
Lower	 11

SIZE OF CITY

Under 10,000	 17
10,000 to 100,000	 13
100,000 to 500,000	 10
Over 500,000	 11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 9
Once a Week	 12
Less Than Once a Week	 15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	8
-------	---

Upper Price Audit *	9
---------------------	---

Males	8
Females	8

AGE GROUPS

MALES: 12-17	7
18-30	8
31-up	9
FEMALES: 12-17	4
18-30	8
31-up	11

INCOME GROUPS

Upper and Middle	10
Lower	7

SIZE OF CITY

Under 10,000	7
10,000 to 100,000	6
100,000 to 500,000	8
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	6
Once a Week	8
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	17
-------	----

Upper Price Audit *	18
---------------------	----

Males	14
Females	21

AGE GROUPS

MALES: 12-17	11
18-30	14
31-up	15
FEMALES: 12-17	17
18-30	21
31-up	22

INCOME GROUPS

Upper and Middle	20
Lower	16

SIZE OF CITY

Under 10,000	19
10,000 to 100,000	15
100,000 to 500,000	14
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	18
Less Than Once a Week	18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	12
-------	----

Upper Price Audit *	13
---------------------	----

Males	7
Females	17

AGE GROUPS

MALES: 12-17	12
18-30	5
31-up	6
FEMALES: 12-17	29
18-30	14
31-up	12

INCOME GROUPS

Upper and Middle	11
Lower	13

SIZE OF CITY

Under 10,000	15
10,000 to 100,000	12
100,000 to 500,000	11
Over 500,000	11

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	10
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Fred MacMURRAY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	29
-------	----

Upper Price Audit *	28
---------------------	----

Males	32
Females	26

AGE GROUPS

MALES: 12-17	36
18-30	30
31-up	32
FEMALES: 12-17	22
18-30	26
31-up	28

INCOME GROUPS

Upper and Middle	28
Lower	29

SIZE OF CITY

Under 10,000	32
10,000 to 100,000	31
100,000 to 500,000	31
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	29
Less Than Once a Week	27

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

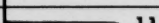
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 21
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Upper Price Audit *	 19
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Males	 10
Females	 32

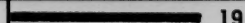
AGE GROUPS

MALES: 12-17	 18
18-30	 11
31-up	 4
FEMALES: 12-17	 66
18-30	 31
31-up	 11

INCOME GROUPS

Upper and Middle	 19
Lower	 23

SIZE OF CITY

Under 10,000	 27
10,000 to 100,000	 22
100,000 to 500,000	 19
Over 500,000	 21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 29
Once a Week	 23
Less Than Once a Week	 14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Fredric MARCH

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	16
-------	----

Upper Price Audit *	19
---------------------	----

Males	16
Females	16

AGE GROUPS

MALES: 12-17	5
18-30	17
31-up	22
FEMALES: 12-17	6
18-30	16
31-up	24

INCOME GROUPS

Upper and Middle	21
Lower	13

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	15
100,000 to 500,000	15
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	15
Less Than Once a Week	19

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Herbert MARSHALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	11
-------	----

Upper Price Audit *	12
---------------------	----

Males	10
Females	11

AGE GROUPS

MALES: 12-17	6
18-30	8
31-up	15
FEMALES: 12-17	5
18-30	10
31-up	17

INCOME GROUPS

Upper and Middle	13
Lower	9

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	12
100,000 to 500,000	10
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	8
Once a Week	10
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

James MASON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	10
-------	----

Upper Price Audit *	11
---------------------	----

Males	8
Females	13

AGE GROUPS

MALES: 12-17	6
18-30	9
31-up	6
FEMALES: 12-17	13
18-30	15
31-up	10

INCOME GROUPS

Upper and Middle	14
Lower	8

SIZE OF CITY

Under 10,000	8
10,000 to 100,000	8
100,000 to 500,000	8
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	10
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	11
-------	----

Upper Price Audit *	13
---------------------	----

Males	14
Females	8

AGE GROUPS

MALES: 12-17	10
18-30	15
31-up	16
FEMALES: 12-17	5
18-30	8
31-up	12

INCOME GROUPS

Upper and Middle	14
Lower	9

SIZE OF CITY

Under 10,000	10
10,000 to 100,000	9
100,000 to 500,000	10
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	10
Once a Week	9
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Victor MATURE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	12
-------	----

Upper Price Audit *	12
---------------------	----

Males	11
Females	12

AGE GROUPS

MALES: 12-17	16
18-30	10
31-up	10
FEMALES: 12-17	15
18-30	12
31-up	11

INCOME GROUPS

Upper and Middle	10
Lower	13

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	14
100,000 to 500,000	13
Over 500,000	9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	13
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	11
-------	----

Upper Price Audit *	9
---------------------	---

Males	12
Females	9

AGE GROUPS

MALES: 12-17	18
18-30	13
31-up	7
FEMALES: 12-17	20
18-30	7
31-up	4

INCOME GROUPS

Upper and Middle	10
Lower	11

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	11
100,000 to 500,000	10
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	11
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	16
-------	----

Upper Price Audit *	14
---------------------	----

Males	16
Females	16

AGE GROUPS

MALES: 12-17	18
18-30	16
31-up	13
FEMALES: 12-17	8
18-30	14
31-up	21

INCOME GROUPS

Upper and Middle	13
Lower	17

SIZE OF CITY

Under 10,000	13
10,000 to 100,000	19
100,000 to 500,000	19
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	16
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Roddy McDOWALL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	12
-------	----

Upper Price Audit *	11
---------------------	----

Males	10
Females	14

AGE GROUPS

MALES: 12-17	21
18-30	9
31-up	4
FEMALES: 12-17	26
18-30	12
31-up	8

INCOME GROUPS

Upper and Middle	12
Lower	12

SIZE OF CITY

Under 10,000	10
10,000 to 100,000	17
100,000 to 500,000	10
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	13
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Dorothy McGUIRE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	25
-------	----

Upper Price Audit *	25
---------------------	----

Males	19
Females	30

AGE GROUPS

MALES: 12-17	15
18-30	23
31-up	15
FEMALES: 12-17	33
18-30	32
31-up	26

INCOME GROUPS

Upper and Middle	30
Lower	21

SIZE OF CITY

Under 10,000	22
10,000 to 100,000	22
100,000 to 500,000	25
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25
Once a Week	27
Less Than Once a Week	23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	11
-------	----

Upper Price Audit *	13
---------------------	----

Males	8
Females	14

AGE GROUPS

MALES: 12-17	5
18-30	10
31-up	8
FEMALES: 12-17	10
18-30	14
31-up	15

INCOME GROUPS

Upper and Middle	16
Lower	8

SIZE OF CITY

Under 10,000	10
10,000 to 100,000	10
100,000 to 500,000	13
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	9
Once a Week	13
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	37
-------	----

Upper Price Audit *	37
---------------------	----

Males	34
Females	40

AGE GROUPS

MALES: 12-17	35
18-30	36
31-up	31
FEMALES: 12-17	36
18-30	41
31-up	39

INCOME GROUPS

Upper and Middle	40
Lower	35

SIZE OF CITY

Under 10,000	36
10,000 to 100,000	36
100,000 to 500,000	38
Over 500,000	38

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	39
Once a Week	38
Less Than Once a Week	34

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Robert MITCHUM

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	21
-------	----

Upper Price Audit *	21
---------------------	----

Males	17
Females	24

AGE GROUPS

MALES: 12-17	23
18-30	20
31-up	10
FEMALES: 12-17	39
18-30	27
31-up	12

INCOME GROUPS

Upper and Middle	21
Lower	21

SIZE OF CITY

Under 10,000	15
10,000 to 100,000	22
100,000 to 500,000	20
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	20
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Maria MONTEZ

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	10
-------	----

Upper Price Audit *	8
---------------------	---

Males	12
Females	8

AGE GROUPS

MALES: 12-17	17
18-30	12
31-up	7
FEMALES: 12-17	16
18-30	6
31-up	6

INCOME GROUPS

Upper and Middle	8
Lower	11

SIZE OF CITY

Under 10,000	8
10,000 to 100,000	10
100,000 to 500,000	10
Over 500,000	10

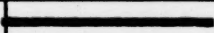
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

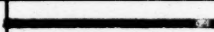
More Than Once a Week	12
Once a Week	10
Less Than Once a Week	9

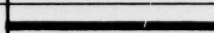
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

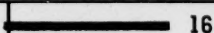
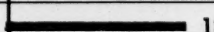
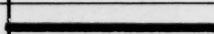
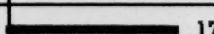
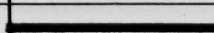
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 21
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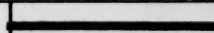
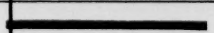
Upper Price Audit *	 22
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Males	 19
Females	 24

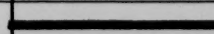
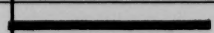
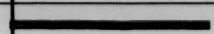
AGE GROUPS

MALES: 12-17	 16
18-30	 18
31-up	 21
FEMALES: 12-17	 17
18-30	 23
31-up	 29

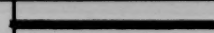
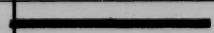
INCOME GROUPS

Upper and Middle	 24
Lower	 20

SIZE OF CITY

Under 10,000	 22
10,000 to 100,000	 24
100,000 to 500,000	 20
Over 500,000	 20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 22
Once a Week	 22
Less Than Once a Week	 20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	23
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Upper Price Audit *	22
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Males	15
Females	30

AGE GROUPS

MALES: 12-17	21
18-30	19
31-up	7
FEMALES: 12-17	40
18-30	34
31-up	17

INCOME GROUPS

Upper and Middle	21
Lower	25

SIZE OF CITY

Under 10,000	21
10,000 to 100,000	23
100,000 to 500,000	23
Over 500,000	25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	23
Less Than Once a Week	18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	16
-------	----

Upper Price Audit *	18
---------------------	----

Males	18
Females	15

AGE GROUPS

MALES: 12-17	12
18-30	19
31-up	22
FEMALES: 12-17	6
18-30	14
31-up	20

INCOME GROUPS

Upper and Middle	20
Lower	14

SIZE OF CITY

Under 10,000	9
10,000 to 100,000	13
100,000 to 500,000	14
Over 500,000	25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	14
Less Than Once a Week	22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

George MURPHY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	12
-------	----

Upper Price Audit *	11
---------------------	----

Males	12
Females	12

AGE GROUPS

MALES: 12-17	13
18-30	13
31-up	10
FEMALES: 12-17	8
18-30	11
31-up	14

INCOME GROUPS

Upper and Middle	12
Lower	11

SIZE OF CITY

Under 10,000	9
10,000 to 100,000	14
100,000 to 500,000	14
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12
Once a Week	14
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

David NIVEN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	7
-------	---

Upper Price Audit *	8
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Males	5
Females	8

AGE GROUPS

MALES: 12-17	3
18-30	7
31-up	5
FEMALES: 12-17	3
18-30	8
31-up	10

INCOME GROUPS

Upper and Middle	9
Lower	5

SIZE OF CITY

Under 10,000	4
10,000 to 100,000	7
100,000 to 500,000	7
Over 500,000	7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	5
Once a Week	6
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

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MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	14
-------	----

Upper Price Audit *	15
---------------------	----

Males	10
Females	17

AGE GROUPS

MALES: 12-17	9
18-30	9
31-up	12
FEMALES: 12-17	10
18-30	19
31-up	19

INCOME GROUPS

Upper and Middle	18
Lower	11

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	14
100,000 to 500,000	14
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	14
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Margaret O'BRIEN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	30
-------	----

Upper Price Audit *	28
---------------------	----

Males	24
Females	36

AGE GROUPS

MALES: 12-17	27
18-30	21
31-up	25
FEMALES: 12-17	40
18-30	33
31-up	38

INCOME GROUPS

Upper and Middle	30
Lower	30

SIZE OF CITY

Under 10,000	39
10,000 to 100,000	34
100,000 to 500,000	29
Over 500,000	24

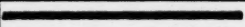
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	32
Less Than Once a Week	29

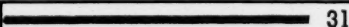
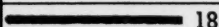
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

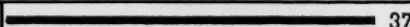
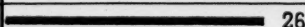
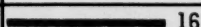
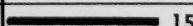
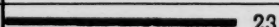
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 24
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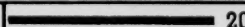
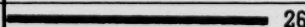
Upper Price Audit *	 20
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Males	 31
Females	 18

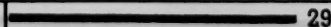
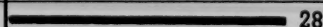
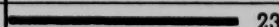
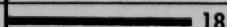
AGE GROUPS

MALES: 12-17	 37
18-30	 26
31-up	 31
FEMALES: 12-17	 16
18-30	 15
31-up	 23

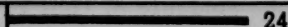
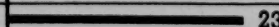
INCOME GROUPS

Upper and Middle	 20
Lower	 26

SIZE OF CITY

Under 10,000	 29
10,000 to 100,000	 28
100,000 to 500,000	 23
Over 500,000	 18

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 24
Once a Week	 23
Less Than Once a Week	 24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Donald O'CONNOR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	13
-------	----

Upper Price Audit *	12
---------------------	----

Males	14
Females	13

AGE GROUPS

MALES: 12-17	26
18-30	14
31-up	6
FEMALES: 12-17	25
18-30	11
31-up	6

INCOME GROUPS

Upper and Middle	10
Lower	15

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	14
100,000 to 500,000	15
Over 500,000	12

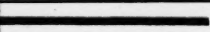
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

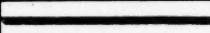
More Than Once a Week	18
Once a Week	14
Less Than Once a Week	9

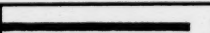
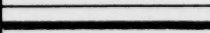
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

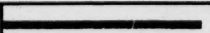
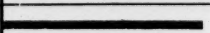
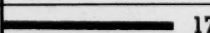
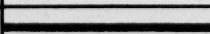
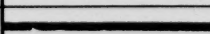
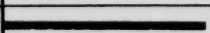
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 21
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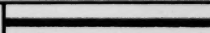
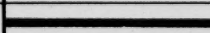
Upper Price Audit *	 21
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Males	 19
Females	 23

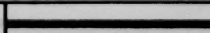
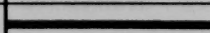
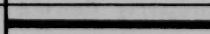
AGE GROUPS

MALES: 12-17	 20
18-30	 20
31-up	 17
FEMALES: 12-17	 32
18-30	 22
31-up	 20

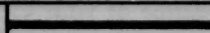
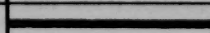
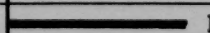
INCOME GROUPS

Upper and Middle	 21
Lower	 22

SIZE OF CITY

Under 10,000	 27
10,000 to 100,000	 20
100,000 to 500,000	 21
Over 500,000	 22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 23
Once a Week	 23
Less Than Once a Week	 18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	11
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Upper Price Audit *	12
---------------------	----

Males	13
Females	9

AGE GROUPS

MALES: 12-17	18
18-30	15
31-up	9
FEMALES: 12-17	15
18-30	8
31-up	7

INCOME GROUPS

Upper and Middle	10
Lower	12

SIZE OF CITY

Under 10,000	12
10,000 to 100,000	12
100,000 to 500,000	12
Over 500,000	9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	11
Less Than Once a Week	10

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Laurence OLIVIER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	14
-------	----

Upper Price Audit *	16
---------------------	----

Males	9
Females	18

AGE GROUPS

MALES: 12-17	4
18-30	11
31-up	11
FEMALES: 12-17	11
18-30	21
31-up	19

INCOME GROUPS

Upper and Middle	20
Lower	10

SIZE OF CITY

Under 10,000	9
10,000 to 100,000	10
100,000 to 500,000	13
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12
Once a Week	13
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	17
-------	----

Upper Price Audit *	17
---------------------	----

Males	14
Females	19

AGE GROUPS

MALES: 12-17	18
18-30	12
31-up	13
FEMALES: 12-17	26
18-30	18
31-up	16

INCOME GROUPS

Upper and Middle	17
Lower	17

SIZE OF CITY

Under 10,000	10
10,000 to 100,000	12
100,000 to 500,000	14
Over 500,000	24

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	15
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	23
-------	----

Upper Price Audit *	20
---------------------	----

Males	19
Females	26

AGE GROUPS

MALES: 12-17	28
18-30	20
31-up	11
FEMALES: 12-17	38
18-30	26
31-up	17

INCOME GROUPS

Upper and Middle	20
Lower	24

SIZE OF CITY

Under 10,000	25
10,000 to 100,000	24
100,000 to 500,000	25
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	28
Once a Week	24
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	45
-------	----

Upper Price Audit *	47
---------------------	----

Males	32
Females	57

AGE GROUPS

MALES: 12-17	34
18-30	34
31-up	29
FEMALES: 12-17	62
18-30	58
31-up	53

INCOME GROUPS

Upper and Middle	50
Lower	42

SIZE OF CITY

Under 10,000	38
10,000 to 100,000	41
100,000 to 500,000	46
Over 500,000	46

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	47
Once a Week	48
Less Than Once a Week	40

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	34
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Upper Price Audit *	36
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Males	29
Females	38

AGE GROUPS

MALES: 12-17	22
18-30	31
31-up	33
FEMALES: 12-17	28
18-30	38
31-up	44

INCOME GROUPS

Upper and Middle	39
Lower	31

SIZE OF CITY

Under 10,000	33
10,000 to 100,000	33
100,000 to 500,000	34
Over 500,000	35

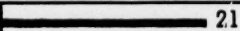
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	33
Less Than Once a Week	37

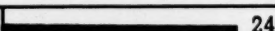
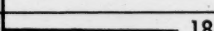
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

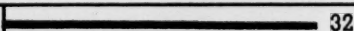
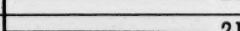
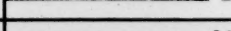
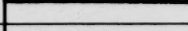
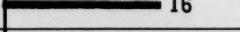
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 21
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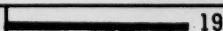
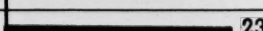
Upper Price Audit *	 20
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Males	 24
Females	 18

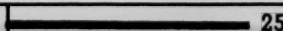
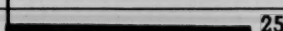
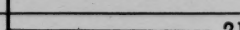
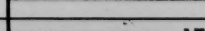
AGE GROUPS

MALES: 12-17	 32
18-30	 21
31-up	 21
FEMALES: 12-17	 20
18-30	 16
31-up	 21

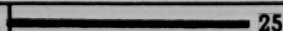
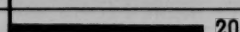
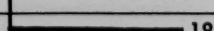
INCOME GROUPS

Upper and Middle	 19
Lower	 23

SIZE OF CITY

Under 10,000	 25
10,000 to 100,000	 25
100,000 to 500,000	 21
Over 500,000	 17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 25
Once a Week	 20
Less Than Once a Week	 18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	16
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Upper Price Audit *	16
---------------------	----

Males	18
Females	14

AGE GROUPS

MALES: 12-17	13
18-30	16
31-up	23
FEMALES: 12-17	6
18-30	12
31-up	22

INCOME GROUPS

Upper and Middle	18
Lower	15

SIZE OF CITY

Under 10,000	19
10,000 to 100,000	17
100,000 to 500,000	17
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	15
Less Than Once a Week	18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Tyrone POWER

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS (This analysis is based on interviewing done in March, 1947)

Total	41
-------	----

Upper Price Audit *	41
---------------------	----

Males	34
Females	47

AGE GROUPS

MALES: 12-17	38
18-30	35
31-up	31
FEMALES: 12-17	54
18-30	46
31-up	44

INCOME GROUPS

Upper and Middle	40
Lower	41

SIZE OF CITY

Under 10,000	44
10,000 to 100,000	40
100,000 to 500,000	44
Over 500,000	39

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	48
Once a Week	42
Less Than Once a Week	34

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Robert PRESTON

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	7
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Upper Price Audit *	6
---------------------	---

Males	7
Females	7

AGE GROUPS

MALES: 12-17	9
18-30	6
31-up	7
FEMALES: 12-17	10
18-30	6
31-up	6

INCOME GROUPS

Upper and Middle	7
Lower	7

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	9
100,000 to 500,000	6
Over 500,000	5

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	7
Once a Week	7
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	9
-------	---

Upper Price Audit *	10
---------------------	----

Males	8
Females	10

AGE GROUPS

MALES: 12-17	7
18-30	10
31-up	6
FEMALES: 12-17	7
18-30	12
31-up	9

INCOME GROUPS

Upper and Middle	10
Lower	8

SIZE OF CITY

Under 10,000	6
10,000 to 100,000	6
100,000 to 500,000	8
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11
Once a Week	9
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	24
-------	----

Upper Price Audit *	22
---------------------	----

Males	30
Females	17

AGE GROUPS

MALES: 12-17	34
18-30	28
31-up	31
FEMALES: 12-17	17
18-30	17
31-up	16

INCOME GROUPS

Upper and Middle	20
Lower	26

SIZE OF CITY

Under 10,000	23
10,000 to 100,000	27
100,000 to 500,000	24
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	27
Once a Week	23
Less Than Once a Week	22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total		10
-------	---	----

Upper Price Audit *		8
---------------------	---	---

Males		10
Females		10

AGE GROUPS

MALES: 12-17		8
18-30		12
31-up		8
FEMALES: 12-17		12
18-30		10
31-up		8

INCOME GROUPS

Upper and Middle		10
Lower		9

SIZE OF CITY

Under 10,000		14
10,000 to 100,000		10
100,000 to 500,000		9
Over 500,000		9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week		13
Once a Week		9
Less Than Once a Week		9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	11
-------	----

Upper Price Audit *	12
---------------------	----

Males	12
Females	11

AGE GROUPS

MALES: 12-17	7
18-30	13
31-up	14
FEMALES: 12-17	6
18-30	11
31-up	14

INCOME GROUPS

Upper and Middle	14
Lower	9

SIZE OF CITY

Under 10,000	9
10,000 to 100,000	11
100,000 to 500,000	12
Over 500,000	12

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	9
Once a Week	10
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	20
-------	----

Upper Price Audit *	21
---------------------	----

Males	15
Females	25

AGE GROUPS

MALES: 12-17	17
18-30	14
31-up	14
FEMALES: 12-17	24
18-30	31
31-up	17

INCOME GROUPS

Upper and Middle	21
Lower	19

SIZE OF CITY

Under 10,000	19
10,000 to 100,000	23
100,000 to 500,000	18
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	27
Once a Week	19
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Donna REED

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	8
-------	---

Upper Price Audit *	8
---------------------	---

Males	5
Females	11

AGE GROUPS

MALES: 12-17	7
18-30	5
31-up	4
FEMALES: 12-17	16
18-30	11
31-up	6

INCOME GROUPS

Upper and Middle	8
Lower	8

SIZE OF CITY

Under 10,000	7
10,000 to 100,000	7
100,000 to 500,000	10
Over 500,000	8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	10
Once a Week	6
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	23
-------	----

Upper Price Audit *	21
---------------------	----

Males	32
Females	16

AGE GROUPS

MALES: 12-17	31
18-30	28
31-up	38
FEMALES: 12-17	10
18-30	14
31-up	21

INCOME GROUPS

Upper and Middle	22
Lower	24

SIZE OF CITY

Under 10,000	26
10,000 to 100,000	23
100,000 to 500,000	22
Over 500,000	22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	23
Once a Week	22
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Ginger ROGERS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	34
-------	----

Upper Price Audit *	32
---------------------	----

Males	31
Females	37

AGE GROUPS

MALES: 12-17	31
18-30	31
31-up	32
FEMALES: 12-17	41
18-30	35
31-up	37

INCOME GROUPS

Upper and Middle	33
Lower	35

SIZE OF CITY

Under 10,000	41
10,000 to 100,000	39
100,000 to 500,000	34
Over 500,000	28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	35
Once a Week	36
Less Than Once a Week	32

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Roy ROGERS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	16
-------	----

Upper Price Audit *	11
---------------------	----

Males	19
Females	13

AGE GROUPS

MALES: 12-17	42
18-30	11
31-up	15
FEMALES: 12-17	25
18-30	9
31-up	11

INCOME GROUPS

Upper and Middle	9
Lower	21

SIZE OF CITY

Under 10,000	21
10,000 to 100,000	21
100,000 to 500,000	17
Over 500,000	9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	21
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	22
-------	----

Upper Price Audit *	19
---------------------	----

Males	25
Females	18

AGE GROUPS

MALES: 12-17	37
18-30	20
31-up	23
FEMALES: 12-17	22
18-30	15
31-up	21

INCOME GROUPS

Upper and Middle	19
Lower	23

SIZE OF CITY

Under 10,000	26
10,000 to 100,000	25
100,000 to 500,000	20
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	23
Once a Week	21
Less Than Once a Week	22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Jane RUSSELL

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	17
-------	----

Upper Price Audit *	15
---------------------	----

Males	21
Females	13

AGE GROUPS

MALES: 12-17	26
18-30	24
31-up	15
FEMALES: 12-17	20
18-30	14
31-up	7

INCOME GROUPS

Upper and Middle	17
Lower	17

SIZE OF CITY

Under 10,000	21
10,000 to 100,000	18
100,000 to 500,000	18
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	19
Less Than Once a Week	12

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	27
-------	----

Upper Price Audit *	30
---------------------	----

Males	21
Females	33

AGE GROUPS

MALES: 12-17	14
18-30	20
31-up	27
FEMALES: 12-17	25
18-30	32
31-up	39

INCOME GROUPS

Upper and Middle	32
Lower	24

SIZE OF CITY

Under 10,000	24
10,000 to 100,000	24
100,000 to 500,000	29
Over 500,000	28

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	27
Once a Week	27
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

George SANDERS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	17
-------	----

Upper Price Audit *	18
---------------------	----

Males	17
Females	17

AGE GROUPS

MALES: 12-17	16
18-30	20
31-up	14
FEMALES: 12-17	14
18-30	16
31-up	19

INCOME GROUPS

Upper and Middle	19
Lower	15

SIZE OF CITY

Under 10,000	10
10,000 to 100,000	13
100,000 to 500,000	20
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18
Once a Week	17
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	20
-------	----

Upper Price Audit *	19
---------------------	----

Males	16
Females	24

AGE GROUPS

MALES: 12-17	16
18-30	19
31-up	11
FEMALES: 12-17	32
18-30	26
31-up	17

INCOME GROUPS

Upper and Middle	22
Lower	19

SIZE OF CITY

Under 10,000	24
10,000 to 100,000	17
100,000 to 500,000	22
Over 500,000	20

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	24
Once a Week	22
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Randolph SCOTT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	20
-------	----

Upper Price Audit *	18
---------------------	----

Males	26
Females	14

AGE GROUPS

MALES: 12-17	32
18-30	25
31-up	24
FEMALES: 12-17	15
18-30	14
31-up	14

INCOME GROUPS

Upper and Middle	19
Lower	21

SIZE OF CITY

Under 10,000	27
10,000 to 100,000	20
100,000 to 500,000	21
Over 500,000	17

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	24
Once a Week	19
Less Than Once a Week	18

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	23
-------	----

Upper Price Audit *	21
---------------------	----

Males	23
Females	23

AGE GROUPS

MALES: 12-17	29
18-30	20
31-up	22
FEMALES: 12-17	26
18-30	25
31-up	17

INCOME GROUPS

Upper and Middle	20
Lower	25

SIZE OF CITY

Under 10,000	27
10,000 to 100,000	25
100,000 to 500,000	20
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	23
Once a Week	25
Less Than Once a Week	20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	17
-------	----

Upper Price Audit *	16
---------------------	----

Males	19
Females	15

AGE GROUPS

MALES: 12-17	22
18-30	20
31-up	14
FEMALES: 12-17	23
18-30	14
31-up	11

INCOME GROUPS

Upper and Middle	14
Lower	19

SIZE OF CITY

Under 10,000	22
10,000 to 100,000	20
100,000 to 500,000	16
Over 500,000	13

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17
Once a Week	18
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Sylvia SIDNEY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	10
-------	----

Upper Price Audit *	9
---------------------	---

Males	8
Females	11

AGE GROUPS

MALES: 12-17	3
18-30	7
31-up	13
FEMALES: 12-17	7
18-30	8
31-up	17

INCOME GROUPS

Upper and Middle	10
Lower	9

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	8
100,000 to 500,000	10
Over 500,000	10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	8
Once a Week	9
Less Than Once a Week	11

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Frank SINATRA

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	22
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Upper Price Audit *	22
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Males	16
Females	27

AGE GROUPS

MALES: 12-17	27
18-30	14
31-up	10
FEMALES: 12-17	41
18-30	28
31-up	16

INCOME GROUPS

Upper and Middle	18
Lower	24

SIZE OF CITY

Under 10,000	25
10,000 to 100,000	26
100,000 to 500,000	19
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	31
Once a Week	21
Less Than Once a Week	14

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	32
-------	----

Upper Price Audit *	28
---------------------	----

Males	40
Females	24

AGE GROUPS

MALES: 12-17	62
18-30	36
31-up	29
FEMALES: 12-17	37
18-30	22
31-up	19

INCOME GROUPS

Upper and Middle	26
Lower	35

SIZE OF CITY

Under 10,000	37
10,000 to 100,000	36
100,000 to 500,000	32
Over 500,000	26

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	39
Once a Week	32
Less Than Once a Week	25

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Ann SOTHERN

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	18
-------	----

Upper Price Audit *	17
---------------------	----

Males	18
Females	19

AGE GROUPS

MALES:		
12-17	20	
18-30	17	
31-up	17	
FEMALES:		
12-17	22	
18-30	17	
31-up	20	

INCOME GROUPS

Upper and Middle	18
Lower	18

SIZE OF CITY

Under 10,000	20
10,000 to 100,000	22
100,000 to 500,000	17
Over 500,000	17

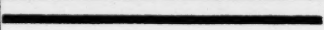
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

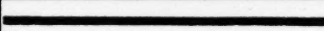
More Than Once a Week	23
Once a Week	17
Less Than Once a Week	16

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

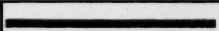
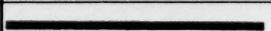
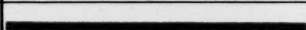
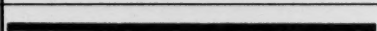
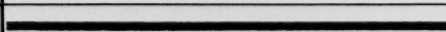
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 32
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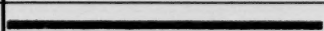
Upper Price Audit *	 33
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Males	 26
Females	 38

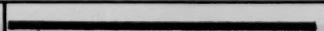
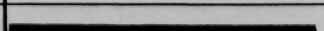
AGE GROUPS

MALES: 12-17	 21
18-30	 26
31-up	 30
FEMALES: 12-17	 28
18-30	 37
31-up	 45

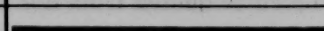
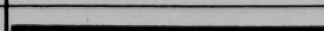
INCOME GROUPS

Upper and Middle	 32
Lower	 32

SIZE OF CITY

Under 10,000	 31
10,000 to 100,000	 32
100,000 to 500,000	 34
Over 500,000	 31

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 32
Once a Week	 33
Less Than Once a Week	 32

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Mark STEVENS

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	13
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Upper Price Audit *	13
---------------------	----

Males	8
Females	18

AGE GROUPS

MALES: 12-17	14
18-30	8
31-up	4
FEMALES: 12-17	33
18-30	18
31-up	9

INCOME GROUPS

Upper and Middle	13
Lower	13

SIZE OF CITY

Under 10,000	13
10,000 to 100,000	10
100,000 to 500,000	16
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19
Once a Week	14
Less Than Once a Week	8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	35
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Upper Price Audit *	37
----------------------------	----

Males	32
Females	38

AGE GROUPS

MALES: 12-17	22
18-30	35
31-up	34
FEMALES: 12-17	28
18-30	39
31-up	42

INCOME GROUPS

Upper and Middle	40
Lower	31

SIZE OF CITY

Under 10,000	32
10,000 to 100,000	35
100,000 to 500,000	36
Over 500,000	35

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	34
Once a Week	33
Less Than Once a Week	37

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	5
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Upper Price Audit *	5
---------------------	---

Males	5
Females	6

AGE GROUPS

MALES: 12-17	5
18-30	5
31-up	6
FEMALES: 12-17	6
18-30	4
31-up	8

INCOME GROUPS

Upper and Middle	7
Lower	4

SIZE OF CITY

Under 10,000	4
10,000 to 100,000	6
100,000 to 500,000	7
Over 500,000	4

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

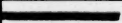
More Than Once a Week	6
Once a Week	5
Less Than Once a Week	5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

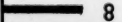
* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

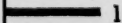
(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	 12
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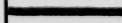
Upper Price Audit *	 11
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Males	 8
Females	 16

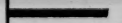
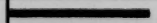
AGE GROUPS

MALES: 12-17	 10
18-30	 7
31-up	 7
FEMALES: 12-17	 31
18-30	 10
31-up	 13

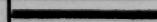
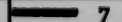
INCOME GROUPS

Upper and Middle	 12
Lower	 12

SIZE OF CITY

Under 10,000	 10
10,000 to 100,000	 14
100,000 to 500,000	 13
Over 500,000	 10

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 15
Once a Week	 14
Less Than Once a Week	 7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	30
-------	----

Upper Price Audit *	28
---------------------	----

Males	23
Females	36

AGE GROUPS

MALES: 12-17	27
18-30	20
31-up	25
FEMALES: 12-17	33
18-30	37
31-up	36

INCOME GROUPS

Upper and Middle	30
Lower	30

SIZE OF CITY

Under 10,000	32
10,000 to 100,000	33
100,000 to 500,000	31
Over 500,000	25

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29
Once a Week	32
Less Than Once a Week	28

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Shirley TEMPLE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	24
-------	----

Upper Price Audit *	19
---------------------	----

Males	18
Females	29

AGE GROUPS

MALES: 12-17	30
18-30	13
31-up	16
FEMALES: 12-17	42
18-30	23
31-up	30

INCOME GROUPS

Upper and Middle	21
Lower	25

SIZE OF CITY

Under 10,000	28
10,000 to 100,000	26
100,000 to 500,000	25
Over 500,000	19

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	26
Once a Week	25
Less Than Once a Week	21

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	34
-------	----

Upper Price Audit *	34
---------------------	----

Males	28
Females	39

AGE GROUPS

MALES: 12-17	33
18-30	30
31-up	21
FEMALES: 12-17	49
18-30	41
31-up	30

INCOME GROUPS

Upper and Middle	35
Lower	33

SIZE OF CITY

Under 10,000	33
10,000 to 100,000	33
100,000 to 500,000	36
Over 500,000	33

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	40
Once a Week	35
Less Than Once a Week	27

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1947)

Total	13
-------	----

Upper Price Audit *	15
---------------------	----

Males	10
Females	16

AGE GROUPS

MALES: 12-17	6
18-30	10
31-up	13
FEMALES: 12-17	11
18-30	16
31-up	21

INCOME GROUPS

Upper and Middle	14
Lower	13

SIZE OF CITY

Under 10,000	13
10,000 to 100,000	11
100,000 to 500,000	15
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	14
Less Than Once a Week	13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	41
-------	----

Upper Price Audit *	41
---------------------	----

Males	45
Females	38

AGE GROUPS

MALES: 12-17	41
18-30	44
31-up	48
FEMALES: 12-17	24
18-30	38
31-up	46

INCOME GROUPS

Upper and Middle	44
Lower	39

SIZE OF CITY

Under 10,000	44
10,000 to 100,000	43
100,000 to 500,000	40
Over 500,000	40

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	39
Once a Week	40
Less Than Once a Week	44

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Claire TREVOR

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	7
-------	---

Upper Price Audit *	6
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Males	7
Females	7

AGE GROUPS

MALES: 12-17	5
18-30	5
31-up	9
FEMALES: 12-17	3
18-30	8
31-up	8

INCOME GROUPS

Upper and Middle	7
Lower	7

SIZE OF CITY

Under 10,000	16
10,000 to 100,000	6
100,000 to 500,000	7
Over 500,000	5

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	7
Once a Week	7
Less Than Once a Week	7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	23
-------	----

Upper Price Audit *	20
---------------------	----

Males	21
Females	25

AGE GROUPS

MALES: 12-17	35
18-30	20
31-up	11
FEMALES: 12-17	36
18-30	26
31-up	17

INCOME GROUPS

Upper and Middle	20
Lower	25

SIZE OF CITY

Under 10,000	26
10,000 to 100,000	24
100,000 to 500,000	25
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	26
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	38
-------	----

Upper Price Audit *	37
---------------------	----

Males	38
Females	37

AGE GROUPS

MALES: 12-17	43
18-30	39
31-up	33
FEMALES: 12-17	46
18-30	36
31-up	33

INCOME GROUPS

Upper and Middle	36
Lower	39

SIZE OF CITY

Under 10,000	41
10,000 to 100,000	37
100,000 to 500,000	38
Over 500,000	37

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	43
Once a Week	39
Less Than Once a Week	31

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	7
-------	---

Upper Price Audit *	5
---------------------	---

Males	5
Females	8

AGE GROUPS

MALES: 12-17	9
18-30	4
31-up	2
FEMALES: 12-17	18
18-30	7
31-up	3

INCOME GROUPS

Upper and Middle	7
Lower	6

SIZE OF CITY

Under 10,000	8
10,000 to 100,000	7
100,000 to 500,000	7
Over 500,000	6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	8
Once a Week	7
Less Than Once a Week	5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in March, 1947)

Total	24
-------	----

Upper Price Audit *	22
---------------------	----

Males	18
Females	29

AGE GROUPS

MALES: 12-17	36
18-30	17
31-up	9
FEMALES: 12-17	49
18-30	29
31-up	16

INCOME GROUPS

Upper and Middle	23
Lower	25

SIZE OF CITY

Under 10,000	25
10,000 to 100,000	27
100,000 to 500,000	24
Over 500,000	21

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	30
Once a Week	26
Less Than Once a Week	17

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

John WAYNE

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	27
-------	----

Upper Price Audit *	25
---------------------	----

Males	30
Females	24

AGE GROUPS

MALES: 12-17	47
18-30	28
31-up	22
FEMALES: 12-17	30
18-30	26
31-up	19

INCOME GROUPS

Upper and Middle	22
Lower	31

SIZE OF CITY

Under 10,000	33
10,000 to 100,000	29
100,000 to 500,000	27
Over 500,000	22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	34
Once a Week	28
Less Than Once a Week	20

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	19
-------	----

Upper Price Audit *	21
---------------------	----

Males	21
Females	18

AGE GROUPS

MALES: 12-17	16
18-30	23
31-up	22
FEMALES: 12-17	11
18-30	19
31-up	21

INCOME GROUPS

Upper and Middle	23
Lower	16

SIZE OF CITY

Under 10,000	15
10,000 to 100,000	17
100,000 to 500,000	17
Over 500,000	23

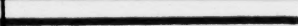
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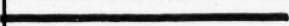
More Than Once a Week	19
Once a Week	19
Less Than Once a Week	19

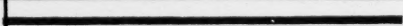
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

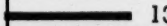
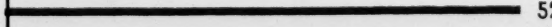
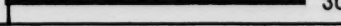
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
 (This analysis is based on interviewing done in March, 1947)

Total	 30
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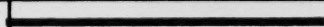
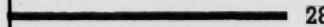
Upper Price Audit *	 29
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Males	 19
Females	 40

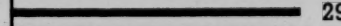
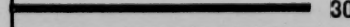
AGE GROUPS

MALES: 12-17	 27
18-30	 20
31-up	 13
FEMALES: 12-17	 52
18-30	 41
31-up	 30

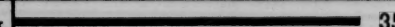
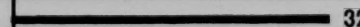
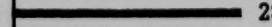
INCOME GROUPS

Upper and Middle	 32
Lower	 28

SIZE OF CITY

Under 10,000	 29
10,000 to 100,000	 30
100,000 to 500,000	 29
Over 500,000	 30

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 35
Once a Week	 32
Less Than Once a Week	 23

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	10
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Upper Price Audit *	9
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Males	7
Females	13

AGE GROUPS

MALES: 12-17	11
18-30	6
31-up	4
FEMALES: 12-17	25
18-30	12
31-up	6

INCOME GROUPS

Upper and Middle	8
Lower	11

SIZE OF CITY

Under 10,000	14
10,000 to 100,000	11
100,000 to 500,000	9
Over 500,000	8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	14
Once a Week	10
Less Than Once a Week	6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	31
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Upper Price Audit *	30
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Males	29
Females	33

AGE GROUPS

MALES: 12-17	42
18-30	26
31-up	20
FEMALES: 12-17,	51
18-30	31
31-up	23

INCOME GROUPS

Upper and Middle	30
Lower	32

SIZE OF CITY

Under 10,000	32
10,000 to 100,000	32
100,000 to 500,000	34
Over 500,000	27

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	37
Once a Week	32
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Monty WOOLLEY

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	16
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Upper Price Audit *	16
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Males	18
Females	14

AGE GROUPS

MALES: 12-17	15
18-30	19
31-up	17
FEMALES: 12-17	12
18-30	15
31-up	15

INCOME GROUPS

Upper and Middle	18
Lower	14

SIZE OF CITY

Under 10,000	11
10,000 to 100,000	17
100,000 to 500,000	19
Over 500,000	15

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15
Once a Week	18
Less Than Once a Week	15

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Teresa WRIGHT

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	13
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Upper Price Audit *	13
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Males	10
Females	15

AGE GROUPS

MALES: 12-17	7
18-30	11
31-up	10
FEMALES: 12-17	17
18-30	16
31-up	14

INCOME GROUPS

Upper and Middle	15
Lower	11

SIZE OF CITY

Under 10,000	10
10,000 to 100,000	12
100,000 to 500,000	13
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	13
Once a Week	12
Less Than Once a Week	13

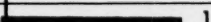
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

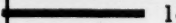
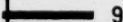
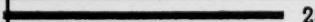
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 15
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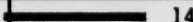
Upper Price Audit *	 13
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Males	 12
Females	 18

AGE GROUPS

MALES: 12-17	 11
18-30	 14
31-up	 9
FEMALES: 12-17	 28
18-30	 17
31-up	 12

INCOME GROUPS

Upper and Middle	 16
Lower	 14

SIZE OF CITY

Under 10,000	 12
10,000 to 100,000	 16
100,000 to 500,000	 15
Over 500,000	 14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 16
Once a Week	 16
Less Than Once a Week	 13

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on interviewing done in 1946. Star not measured in March, 1947.)

Total	11
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Upper Price Audit *	11
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Males	10
Females	11

AGE GROUPS

MALES: 12-17	9
18-30	17
31-up	4
FEMALES: 12-17	13
18-30	15
31-up	5

INCOME GROUPS

Upper and Middle	14
Lower	9

SIZE OF CITY

Under 10,000	9
10,000 to 100,000	10
100,000 to 500,000	10
Over 500,000	14

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12
Once a Week	12
Less Than Once a Week	9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

Loretta YOUNG

MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	23
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Upper Price Audit *	23
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Males	18
Females	27

AGE GROUPS

MALES: 12-17	16
18-30	16
31-up	23
FEMALES: 12-17	23
18-30	25
31-up	33

INCOME GROUPS

Upper and Middle	24
Lower	22

SIZE OF CITY

Under 10,000	25
10,000 to 100,000	24
100,000 to 500,000	22
Over 500,000	22

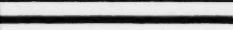
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

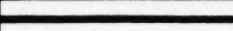
More Than Once a Week	22
Once a Week	23
Less Than Once a Week	24

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

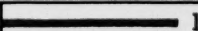
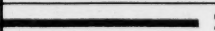
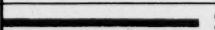
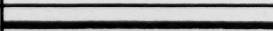
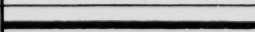
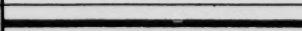
MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on interviewing done in March, 1947)

Total	 24
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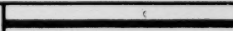
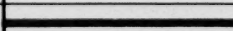
Upper Price Audit *	 25
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Males	 19
Females	 28

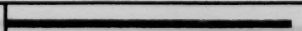
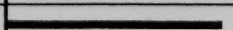
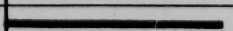
AGE GROUPS

MALES: 12-17	 18
18-30	 20
31-up	 20
FEMALES: 12-17	 28
18-30	 26
31-up	 31

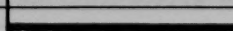
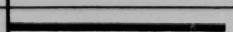
INCOME GROUPS

Upper and Middle	 25
Lower	 24

SIZE OF CITY

Under 10,000	 29
10,000 to 100,000	 26
100,000 to 500,000	 22
Over 500,000	 22

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	 25
Once a Week	 25
Less Than Once a Week	 22

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

* For Explanation of Upper Price Audit see last page of this report.

AUDIENCE RESEARCH, INC.

Princeton - New York - Hollywood

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UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average 60 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 55 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 50 cents or more, plus those in cities and towns under 100,000 who on the average pay 45 cents or more. This group *as a whole* pays an *average* price of 63 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 40 cents. These people account for about 40 cents out of each dollar spent at the box office.